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Broadcasting Sep 22

Tax changes expected to spur station transactions
Viacom management undertakes LBO
The world of TV programing

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"is that it has a track record. It does work," he said, referring to home shopping's current success on cable. Robertson said research shows that 6% of cable households are "regular buyers" of home shopping merchandise, with spending averaging $35 at least 15 times a year.

All six of the Fox-owned stations will carry the show. David Simon, programing vice president of the Fox stations, said the cash license fees had not been worked out since there is no pilot yet. □

Evening news race goes neck and neck

The order of finish in this week's ratings race (ended Sept. 14) copied last week's win, place and show. NBC won the week with a 15.8/27. CBS followed with a 12.7/22, while ABC placed third with an 11.4/20. Last year the stats were: NBC 14.7/25, ABC 14/24 and CBS 12.5/21.

The evening news race finished in almost a dead heat: All three networks pulled a 21 share, with CBS (10.5) edging NBC and ABC (10.4) in rating. Last year at this time, CBS won with an 11.4/23, while ABC came in second (10.0/21) and NBC third (9.7/20). According to an ABC release, the evening news race was the closest since 1981. Until now, the smallest gap between the three networks' news numbers was at least two-tenths of a point. (The winner of the week ended Nov. 15, 1981—CBS—took first place with a 13.6/23, while NBC came in with a 13.5/23 and ABC closed with a 13.4/23.) HUT levels (homes using television) were 58%, down slightly from last year's 59.4%, but up 0.5% from last week's 57.5%.

NBC took seven of the top 10 shows including the top six. ***Cosby*** paced the lineup with a 30.4/50, and the show that followed it, a preview of the new series, ***Our House***, took second with a 28.7/45. The Sunday ***Our House*** came in 19th (14.6/26). ***East Street*** claimed third place with a 27.3/48. The Miss America Pageant placed fifth with a 23/44. ABC's only top-10 show was ***Monday Night Football***, the Giants-Cowboys game, which scored a 21.2/38. CBS's season premiere of ***60 Minutes*** scored a 19.7/35, while the same network's ***Chrysler Showcase***, ***The Last Days of Patton*** scored a 19.5/32. NBC took Wednesday through Saturday, CBS took Tuesday and Sunday and ABC took Monday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	30.4/50
2.	Our House preview	NBC	28.7/45
3.	East Street	NBC	27.3/48
4.	Golden Girls	NBC	25.9/46
5.	Miss America Pageant	NBC	23.0/44
6.	Night Court	NBC	21.8/35
7.	Football, N.Y. Giants-Dallas	ABC	21.2/38
8.	60 Minutes	CBS	9.7/35
9.	The Last Days of Patton	CBS	19.5/32
10.	227	NBC	18.3/35
11.	Gimme a Break	NBC	17.6/29
12.	Kate & Allie	CBS	17.3/27
13.	You Again?	NBC	17.0/28
14.	Newhart	CBS	16.6/26
15.	Miami Vice	NBC	16.4/30
16.	Highway to Heaven	NBC	16.2/28
17.	Wizard	CBS	16.0/28
18.	Dumbo	NBC	15.8/24
19.	Our House	NBC	14.6/26
20.	Football, N. England-N.Y. Jets	ABC	14.5/24
21.	Facts of Life	NBC	14.3/28
22.	Magnum, P.I.	CBS	14.1/24
22.	Drug Knot	CBS	14.1/24
24.	Valerie	NBC	13.5/23
25.	Cagney & Lacey	CBS	13.4/23
26.	Going Ape	NBC	13.3/22
27.	Alvin Goes Back to School	NBC	13.0/25
27.	Today at Night	NBC	13.0/23
29.	Moscow on the Hudson	CBS	12.8/22
30.	Taking it Home	NBC	12.7/24
31.	TV Bloopers & Prac. Jokes	NBC	12.0/22
31.	Scarecrow & Mrs. King	CBS	12.0/20
33.	American Geisha	CBS	11.7/20
33.	St. Elsewhere	NBC	11.7/21
35.	Fast Copy	NBC	11.6/23
36.	1986	NBC	10.8/20
36.	Winds of War, pt. 6	ABC	10.8/18
38.	McGyver	ABC	10.5/19
38.	Winds of War, pt. 2	ABC	10.5/18
38.	Twilight Zone	CBS	10.5/20
41.	Amazing Stories	NBC	10.4/17
42.	Winds of War, pt. 3	ABC	10.1/17
43.	Death Trap	CBS	9.6/19
44.	First Mon. in Oct.	NBC	9.8/15
45.	Winds of War, pt. 5	ABC	8.5/16
46.	Mr. Bogedy	ABC	8.4/15
47.	Winds of War, pt. 4	ABC	8.0/15
47.	Price Is Right	CBS	8.0/13
49.	Melba	CBS	7.0/14
50.	Raging Bull	CBS	4.6/8

*indicates premiere episode

For the Record

As compiled by BROADCASTING, Sept. 10 through Sept. 17, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

■ KGUN-TV Tucson, Ariz.; KMTV(TV) Omaha, and 48.8% of KFAB(AM)-KGOR(FM) Omaha (KGUN-TV: ch. 9 ERP vis. 110 kw: 21.94 kw aur.; HAAT: 3,722 ft. KMTV ch. 3; ERP vis. 100 kw; 20 kw aur.; HAAT: 1,370 ft.; KFAB: 1110 khz; 50 kw-U; KGOR: 99.9 mhz; 115 kw; HAAT: 1,230 ft.)—Seeks assignment of license from May Broadcasting Co. to Lee Enterprises for $89 million. Seller is Shenandoah, Iowa-based group of three AM's, two FM's and two TV's principally owned by Frances M. Rankin and Edward W. May. Buyer is publicly owned, Davenport, Iowa-based group of six TV's headed by Lloyd G. Schermer, already owning most of remaining stock of Omaha radio stations. It also has interests in 18 newspapers. Filed Sept. 8.

■ KGFJ(AM) Los Angeles (1230 khz; 1 kw-U)—Seeks assignment of license from Inner City Broadcasting Corp. to East-West Broadcasting Inc. for $4.5 million. Seller is Los Angeles-based group of five AM's and three FM's headed by Percy Sutton. Buyer is owned by William Shearer, station's general manager. Filed Sept. 5.

■ KSXO(AM) Redding, Calif. (600 khz; 1 kw-U)—Seeks transfer of control of NORCAL Broadcasting Co. from John Martin and his wife, Lucille, to his son, Jeffrey Martin, and his wife, Jane, and his brother, Michael. Seller has no other broadcast interests. Buyers own KARZ(FM) Burney, Calif. Filed Sept. 8.

■ KHQA-TV Quincy, Ill. (ch. 7; ERP vis. 269 kw; aur. 45 kw; HAAT: 890 ft.)—Seeks assignment of license from Lee Enterprises to A. Richard Benadek for $13 million. Seller is publicly owned, Davenport, Iowa-based group of six TV's headed by Lloyd G. Schermer, president. It recently purchased KGUN-TV Tucson, Ariz., KMTV(TV) Omaha and majority interest in KFAB(AM)-KGOR(FM) Omaha ("Changing Hands," Sept. 1), which it sold the following week (see below). It also has interests in 18 newspapers. Buyer owns New York-based group of five TV's. Filed Sept. 5.

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500 ft.)—Seeks assignment of license from Lightfoot Broadcasting Corp. to Radio Vision of America for $2 million. Seller is owned by Richard Lightfoot, president. It has no other broadcast interests. Buyer is owned by Tony Gazzano, general sales manager at WLTS(AM)-WRMR(FM) Cleveland. Filed Sept. 4.

■ WLQF(TV) Greenfield, Mass. (ch. 32; ERP vis. 922.5 kw; aur. 99.3 kw; HAAT: 1,067 ft.)—Seeks assignment of license from Greenfield Television to Greenfield Television Inc. for expenses. Seller is owned by LeQueth Fleming and his wife, Gloria, who have no other broadcast interests. Buyer is principally owned by Gary M. Kaye and 10 others, plus seller, Fleming. It also owns WVZU(TV) in Pittsfield, Mass. Filed Sept. 10.

■ WNEB(AM) Worcester, Mass. (1230 khz; 1 kw-U)—Seeks assignment of license from Segal Broadcasting Corp. to AA^{4}A^{4}R Communications Inc. for $850,000. Seller is owned by Harold H. Segal who also owns WKBK(AM) Keene, N.H. Buyer is owned by Melvin Katz, Phillip Schwachman and Marlene Markarian. It has no other broadcast interests. Katz is president and Markarian is consultant for Realty Systems Inc., Worcester-based real estate brokerage. Schwachman is Worcester-based real estate investor. Filed Sept. 11.

■ WOOD-AM-FM Grand Rapids, Mich. (AM: 1300 khz; 5 kw-U; FM: 105.7 mhz; 265 kw; HAA: 810 ft.)—Seeks assignment of license from Grace Broadcasting to Surrey Broadcasting for $19.25 million. Seller is Southfield, Mich.-based group of four AM's and four FM's principally owned by Harvey Grace. Buyer is Denver-based group of three AM's and four FM's principally owned by John Nichols and his wife, Kent. Filed Sept. 9.

■ KOZY(AM) Grand Rapids, Minn. (1320 khz; 5 kw-U)—Seeks assignment of license from Sorenson Broadcasting Corp. to Kirwin Broadcasting Inc. for $375,000. Seller is Sioux Falls, S.D.-based group of six AM's and five FM's, owned by Dean Sorenson and Thomas J. Simmons. Buyer is owned by William J. Kirwin and his wife, Carla. He is stations general manager. Filed Sept. 10.

■ KRTI-FM Mansfield, Mo. (95.9 mhz; 3 kw; HAAT: 205 ft.)—Seeks assignment of license from Terry Lee Claar to Daybreak Broadcasting for $150,000. Seller has no other broadcast interests. Buyer is group of six headed by George E. Bryant. It has no other broadcast interests. Filed Sept. 3.

■ KFAB(AM)-KGOR(FM) Omaha (KFAB: 1110 khz; 50 kw-U; KGOR: 99.9 mhz; 115 kw; HAAT: 1,230 ft.)—Seeks assignment of license from Lee Enterprises Inc. to Henry Broadcasting for $22 million. Seller is publicly owned Davenport, Iowa-based group of six TV's and publisher of 18 newspapers. It is spinning off stations because of its recent purchase of KMTV(TV) Omaha (see "Changing Hands," Sept. 1.) Buyer is San Francisco-based group of three AM's and four FM's, owned by Charlon H. Buckley. Filed Sept. 5.

■ WDOS(AM)-WSKR(FM) Oneonta, N.Y. (730 kz; 1 kw-D; FM: 103.9 mhz; 850 w; HAAT: 520 ft.)—Seeks assignment of license from Oneonta Communications Corp. to Hastings Broadcasting Corp. for $1.5 million. Seller is owned by group of New York attorneys and businessmen headed by John R. McGeehan, president, and H. Lincoln Zeve, general manager. It has no other broadcast interests. Buyer is owned by Gordon Hastings. It has no other broadcast interests. Filed Sept. 5.

■ WDLC(AM)-WTSX-FM Port Jervis, N.Y. (AM: 1490 khz; 1 kw-U; FM: 96.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Port Jervis Broadcasting Co. from Oscar Wein to his son, Robert I. Wein, for $500,000. Seller and buyer have no other broadcast interests. Filed Sept. 8.

■ WAZZ(FM) New Bern, N.C. (101.9 mhz; 100 kw; HAAT: 580 ft.)—Seeks assignment of license from We Care Ministries Inc. to Joyner Broadcasting for $1.5 million. Seller is owned by L. Brent Hill, who also owns co-located WRNB(AM). Buyer is owned by and David Weil, Greensboro, N.C.-based businessman with no other broadcast interests. Filed Sept. 5.

■ WWMG(AM) New Bern and WSFL(FM) Bridgeton, both North Carolina (WWMG: 1380 khz; 5 kw-D.; WSFL-FM: 106.5 mhz; 100 kw; HAAT: 922 ft.)—Seek assignment of license from J.D. Conner and Hubert G. Pierce to Caravelle Broadcasting Group of Coastal Carolina Inc. for $2,225,000. Sellers have no other broadcast interests. Buyer is Charlotte, N.C.-based group of four AM's and four FM's owned by Howard Schrott, Robert E. Beacham and Richmond G. Bernhart. It is seeking temporary waiver of duopoly rule to sell WISP(AM)-WQDW(FM) Kinston, N.C. Filed Sept. 4.

■ WTNS-AM-FM Coshocton, Ohio (AM: 1560 kz; 1 kw-D; FM: 99.3 mhz; 1.2 kw; HAAT: 440 ft.)—Seeks transfer of control of Coshocton Broadcasting Co. from Jean L. Wallace and family to Bruce W. Wallace for $560,652.82. Seller is aunt of buyer, stations' general manager. Filed Sept. 3.

■ WSPD(AM)-WLQR-FM Toledo, Ohio (AM: 1370 khz; 5 kw-U; FM: 101.5 mhz; 15 kw; HAAT: 810 ft.)—Seeks assignment of license from WSPD Inc. to Commonwealth Communications for $15 million. Seller is owned by Bill Schroeder, Cathryn Christiansen and Thomas Jaracco. It has no other broadcast interests. Buyer is Harrisburg, Pa.-based owner of WHAP-AM-FM-TV Harrisburg and book and magazine publisher principally owned by Meade Detweiler and family. Filed Sept. 5.

■ KWAS(AM) Amarillo, Tex. (New AM)—Seeks assignment of license from Wiskes/Arbaris Communications to New Life Communications for $200,000. Seller is owned by Don J. Wiskes and John P. Higgins, who also owns KIKX-AM-FM Manitou Springs, Colo. Buyer is owned by Brent T. Herring and Billy K. Dixon, who have no other broadcast interests. Filed Sept. 2.

■ KSKY(AM) Dallas (660 khz; 10 kw-D)—Seeks assignment of license from Sky Broadcasting Corp. to KSKY Inc. for $3,550,000. Seller is principally owned by Foster Management, principally owned by John H. Foster, Michael J. Connelly and Dennis Israel. It also owns WRIV(AM) Riverhead, N.Y., and WSIX-AM-FM Nashville. Ala. Foster also has interest in WGLI(AM) Babylon, N.Y. Buyer is principally owned by Dennis R. Israel and Harry F. Hopper. Israel is president and chief executive officer of Sky Corp. He also owns former Sky stations: WGY(AM)-WGFM(FM) Albany, N.Y., and is purchasing WEZO(AM)-WNYR(FM) Rochester, N.Y. Filed Sept. 11.

■ KNIF(FM) Gilmer, Tex. (95.3 mhz; 3 kw; HAAT: 610 ft.)—Seeks assignment of license from Reynolds-Palmer Media Inc. to Curtis Broadcasting Stations Inc. for $700,000. Seller is owned by Rick Reynolds and Dale Palmer, who have no other broadcast interests. Buyer is principally owned by James R. Curtis. It also owns KFRO(AM) Longview, Tex. Filed Sept. 8.

■ KEYY(AM) Provo, Utah (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Mid-Utah Broadcasting Co. to Touch Outreach Ministries Inc. for donation. Seller is owned by D. Dean Rhodes and his father, Eric. It also owns KHAA(FM) Port Sulphur, La. Buyer is nonprofit corporation headed by Ralph Neighbour. It has no other broadcast interest. Filed Sept. 4.

■ WBMW(FM) Manassas, Va. (106.7 mhz; 36.5 kw; HAAT: 590 ft.)—Seeks assignment of license from EZ Communications Inc. to Infinity Broadcasting Corp. for $13 million. Seller is publicly owned, New York-based group of four AM's and six FM's majority owned by Michael Weiner and Gerald Carrus. It is headed by Mel Karmazin, president. Two weeks ago it sold WQYK-FM St. Petersburg, Fla. ("Changing Hands," Sept. 8). Buyer is Fairfax, Va.-based group of four AM's and 12 FM's principally owned by Arthur Kellar, chairman. It recently purchased Affiliated Publication's radio stations ("Changing Hands," July 7). Filed Sept. 9.

■ WNVZ(FM) Norfolk, Va., and WMKI-FM Baltimore (WNVZ: 104.5 mhz; 50 kw; HAAT: 500 ft.; WMKR: 106.5 mhz; 50 kw; HAAT: 749 ft.)—Seeks assignment of license from S&F Communications to Capitol Broadcasting Co. for just under $25 million. Seller is owned by Stephen Seymour and Stuart Frankel. It purchased Abell Communications group in March 1985. These are last stations in group. Buyer is Raleigh, N.C.-based group of two AM's, six FM's and one TV, principally owned by James F. Goodmon. Two weeks ago it sold KISS(FM) San Antonio, Tex. ("Changing Hands," Sept. 1). Filed Sept. 4.

■ New TV Christiansted, St. Croix, V.I. (new station)—Seeks assignment of license from Samuel Dean Elder to The Home News Co. for $15,000. Seller has no other broadcast interests. Buyer is New Brunswick, N.J.-based group of three AM's, five FM's and two TV's, and publisher of New Brunswick *Home News* and six weekly magazines. It is owned by William M. Boyd and family. Filed Sept. 8.

■ KENE(AM)-KZHR(FM) Toppenish, Wash. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 2.5 kw; HAAT: 35 ft.)—Seeks assignment of license from Capitol Communications Inc., debtor-in-possession to Sunshine Valley Inc. for $10. Seller is owned by Penelope Jane Tucker, who has no other broadcast interests. Buyer is owned by Martin Hamstra, George Akers and Gene Henderson. Hamstra owns KWYZ(AM) Everett, Wash. Filed Sept. 8.

■ KENE(AM) Toppenish, Wash. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Sunshine Valley Inc. to Richard Knapp for $240,000. Seller is buying this station and companion FM station (see above). Buyer has no other broadcast interests. Filed Sept. 8.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

New Stations

New AM's

■ Dothan, Ala.—Holy Ground Broadcasting seeks 700 khz; 5 kw-D. Address: Drew Rd., 36302. Principal is owned by Brenda P. Huff, Grant Snell and his wife, Pam. It has no other broadcast interests. Filed Sept. 9.

■ Laurel, Del.—Gwendolyn Gladys Evans seeks 1170 khz; 5 kw-D. Address: 1 Maryland Ave., Delmar, Md. 21875. Principal has no other broadcast interests. Filed Sept. 4.

■ East Point, Ga.—Darrell Spann seeks 1160 khz; 10 kw-D; 400 w-N. Address: 8357 South Ada, Chicago 60620. Principal has no other broadcast interests. Filed Sept. 4.

New FM's

■ Dadeville, Ala.—Telemedia Services Corp. seeks 97.3 mhz; 3 kw; HAAT: 327 ft. Address: 1401 McCormick Dr., Landover, Md. 29785. Principal is owned by Carl W. Hurlebaus, Ralph M. Savage and Eugene B. White. It has no other broadcast interests. Filed Sept. 3.

■ Dadeville, Ala.—W&W Broadcast Service seeks 97.3 mhz; 2 kw; HAAT: 400 ft. Address: 103 Bibb St., Alexander City, Ala. 35010. Principal is owned by James W. Whatley and his brother, Charles. It also has interest in WNUZ(AM) Talladega, Ala. Filed Sept. 3.

■ Dadeville, Ala.—Dale Broadcasters Inc. seeks 97.3 mhz; 3 kw; HAAT: 328 ft. Address: 501 Cherokee Rd., Alexander City, Ala. 35010. Principal is headed by Walter L. King, president. It has no other broadcast interests. Filed Sept. 3.

■ Dadeville, Ala.—Frank L. Pearson seeks 97.3 mhz; 3 kw; HAAT: 328 ft. Address: 111 Tallassee St., 36853. Principal owns WDLK(AM) Dadeville, Ala. Filed Sept. 3.

■ Palmdale, Calif.—Breezway Broadcasters seeks 106.3 mhz; 1.65 kw; HAAT: 1,313 ft. Address: 20747 Santa Clara St., Canyon Country, Calif. 91351. Principal is owned by Tony Floyde, who has no other broadcast interests. Filed Sept. 2.

■ Salinas, Calif.—San Jacinto Broadcasting seeks 97.9 mhz; 3 kw; HAAT: minus 526 ft. Address: 1212 Fourth St., Parker, Ariz. 85344. Principal is owned by Mildred Baptist, Gerald M. Hale and Morris Courtright. Hale's wife, Deborah, and mother, Margaret, have interest in K02MT(LPTV) Parker, Ariz. Filed Sept. 11.

■ Fairhaven, Mass.—Ararat Broadcasting Corp. seeks 107.1 mhz; 3 kw; HAAT: 314 ft. Address: 315 Belleview Blvd., Steubenville, Ohio 43952. Principal is owned by John D. Holley, Jane Oakley and Stephen Avakian. It has no other broadcast interests. Filed Sept. 3.